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***Small Business Development Center***

**Starting a Business**

**Business Start-up Resources**

This list of resources is meant to complement the document “Starting a Business: Business Start-up Checklist.” Asterisks (\*) indicate that a resource is a document produced and distributed by the Small Business Development Center (SBDC). If you wish to receive an electronic copy of any of these documents, please contact the Logan SBDC at [*sbdc@usu.edu*](mailto:sbdc@usu.edu).

## 1. Business Strategy

A. SBDC Elevator Pitch Template\*

B. Executive Summary: <http://www.entrepreneur.com/article/241071>

C. Utah Business Entity Search: <https://secure.utah.gov/bes/>

D. SBDC Business Plan Template\*

## 2. Industry Analysis and Marketing

A. Developing a Value Proposition: <http://www.forbes.com/sites/rebeccabagley/2013/09/04/how-to-develop-a-compelling-value-proposition/#facf4f04bb00>

B. SBDC Marketing Resources Document\*

C. SBDC Website & Domain Buying Document\*

D. SBDC Online Advertising Document\*

E. SBDC Ad Design & Multimedia Production Document\*

F. Domain Search Tool: <https://www.instantdomainsearch.com>

G. SBDC Local Marketing Resources Document\*

H. Squarespace: <https://www.squarespace.com>

I. Wordpress: <https://wordpress.com>

J. Blogger: <https://www.blogger.com>

## 3. Licensing and Legal

A. “Legal Issues” section of SBDC Basic Steps to Starting a Business Document\*

B. SBDC Local Attorney Local Resources Document\*

C. Introduction to Business Licensing in the City of Logan document\*

D. SBDC State and Federal Tax Resource document\*

## 4. Tax/Accounting and Finance

A. SBDC Local Accounting Resources Document\*

B. State of Utah Tax Commission: <http://tax.utah.gov>

C. Quickbooks: <http://quickbooks.intuit.com>

D. LivePlan: <https://www.liveplan.com>

E. Wave: <https://www.waveapps.com>

F. Xero: <https://www.xero.com/us/>

G. ADP: <https://portal.adp.com>

H. SBDC Lending and Funding Resource Document\*

I. SBDC Financial Projections Template\*

## 5. Operations

A. POS Systems

a. Quickbooks POS: <http://quickbooks.intuit.com/point-of-sale?priorityCode=3969702399&cid=aff_cj_6160327&cvosrc=affiliate.cj.6160327&cvo_campaign=qbo_trial&aid=10705689>

b. Shopify: <https://www.shopify.com/pos>

c. Square: <https://squareup.com>

d. TouchBistro: <http://www.touchbistro.com>

B. SBDC Importing and Exporting Resources Document\*

## 6. Human Resources

A. SBDC Local Human Resources Document\*

B. SBDC Local Insurance/Workers Compensation Resource Document\*

C. Department of Workforce Services: <http://jobs.utah.gov/>

## 7. Networking and Advisors

A. SBDC Small Business Counseling Document\*

B. SBDC Economic Development Agencies Document\*

## 8. More Resources

A. Logan SBDC Online List of Helpful Resources: <http://sbdc.usu.edu/htm/helpful-resources>